

Message Text

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TO AMEMBASSY TEHRAN PRIORITY

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E.O. 11652:N/A

TAGS: BEXP, IR

SUBJECT: TC SHOW, PROPERTY PROTECTION EQT., APRIL 1975

1. POST-CONDUCTED RESEARCH PREPARED JANUARY 1974 RE IRANIAN MARKET FOR PLANT PROTECTION EQUIPMENT NOT SUFFICIENT FOR PLANNING PURPOSES RE SUBJECT SHOW. WE WILL HAVE DIFFICULTY PROCURING EXHIBITORS UNLESS POST IS ABLE TO DEVELOP STRONGER ARGUMENTS IN SUPPORT OF SUCH A SHOW AT THIS TIME AND BROADEN THE STUDY TO INCLUDE ENTIRE RANGE OF EQUIPMENT TO BE SHOWN. SPECIFIC QUESTIONS FOLLOW:

(A) IF IN FACT THERE IS WIDESPREAD LACK OF RECOGNITION OF NEED FOR PROPERTY PROTECTION AND SAFETY EQUIPMENT, DOES THIS FACTOR SERIOUSLY HAMPER SUCCESSFUL MARKETING EFFORTS AT THIS TIME, SPECIFICALLY PRODUCT EXHIBITS? COULD THIS OBSTACLE BE ADEQUATELY OVERCOME BY SCHEDULING SEMINAR JUST PRIOR TO OR DURING SHOW? WOULD IT BE ADVISABLE TO SCHEDULE TRADE MISSION FIRST, WITH TC SHOW IN FY 1976 OR LATER?

(B) WHAT IS CURRENT AND FUTURE MARKET IN IRAN FOR SAFETY EQUIPMENT? IS INDUSTRIAL SAFETY A MATTER OF TOP-LEVEL CONCERN IN INDUSTRY?

(C) WHAT IS MARKET FOR PROTECTION EQUIPMENT OUTSIDE

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GOVERNMENT SECTOR?

(D) RESEARCH POINTS OUT THAT NEED FOR FIRE-FIGHTING
VEHICLES IN IRAN CURRENTLY FILLED THROUGH BARTER
AGREEMENTS WITH EAST EUROPEAN COUNTRIES. HOW SERIOUS A PROBLEM
FROM STANDPOINT OF U.S. SALES IS THIS NOW AND IN FUTURE?

2. REPORT DID NOT CONTAIN MAJOR PROSPECTIVE CUSTOMER
LIST. PLEASE FURNISH ADDRESSES, KEY CONTACTS AND TITLES OF
LIKELY MAJOR BUYERS OF PROTECTION/SAFETY EQUIPMENT, FOR
FACTORIES, AIRPORTS, THEATERS, BANKS, STORES,
HOMES, ETC.

3. PLEASE REPLY SOONEST TO PERMIT SOLICITATION TO BEGIN
BY NOVEMBER 1, 1974.
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